



ADMINISTRATIVE REVIEW TEAM

MEETING MINUTES

APRIL 28, 2016

ART Members and Designees: Jennifer Rauch, Planning Manager; Jeff Tyler, Building Standards Director; Donna Goss, Director of Development; Colleen Gilger, Director of Economic Development; Aaron Stanford, Senior Civil Engineer; Alan Perkins, Fire Marshal; and Mike Altomare, Deputy Fire Marshall.

Other Staff: Lori Burchett, Planner II; Claudia Husak, Senior Planner; Logan Stang, Planner I; Nichole Martin, Planning Assistant; and Laurie Wright, Administrative Support II.

Applicants: Matt Starr, Crawford Hoying Development Partners and Joell Angel-Chumbley, Kolar Design, Inc. (Case 1).

Jennifer Rauch called the meeting to order at 2:02 pm. She asked if there were any amendments to the April 21, 2016, meeting minutes. The minutes were accepted into the record as presented.

DETERMINATION

**1. BSD SRN – Bridge Park East, Blocks B & C
16-028MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nichole Martin said this is a request for an amendment to a previously approved Master Sign Plan to include parking garage signs for a new 8.2-acre, mixed-use development east of Riverside Drive, ±430 feet north of the intersection with West Bridge Street, and south of the intersection with (future) Bridge Park Avenue. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the proposed parking garage marquee signs for the primary and secondary entrances and noted their locations on the site layout. She said the primary marquee signs are located mid-block above the primary garage entrances for the B Block Garage and the C Block Garage on Banker Drive and Mooney Street, respectively. She said the B Block Garage's secondary marquee signs are located adjacent to the secondary entrances on Mooney Street and Longshore Street and the C Block Garage's secondary marquee sign is located adjacent to the secondary entrance on Tuller Ridge Drive.

Ms. Martin explained that based on ART's feedback, the applicant has submitted two designs for the ART to review today and asked ART to recommend one design for Planning and Zoning Commission review and approval. The sign descriptions are as follows:

Design 1

Primary Sign ~ 100-square-foot maximum

A charcoal sign with a lighter diamond patterned silver inset and associated teal blue triangle accents. A full circle 'P' with a white LED chain light. Silver pin-mounted letters differentiate the garages by name. The sign will have a halo effect along the outer edge at night.

Secondary Sign ~ 35-square-foot maximum

Coordinated with the design of the primary marquee; it will feature a circle 'P' with a hierarchically proportional garage name.

Design 2

Primary Sign ~ 100-square-foot maximum

A diamond patterned silver sign with triangle accents. A charcoal panel with a circle 'P' and teal blue accents add dimension and visual interest to the sign. Silver pin-mounted letters differentiate the garages by name. At night, a white LED chain light accents the circle 'P' and a subtle halo effect occurs along the outer edge.

Secondary Sign ~ 35-square-foot maximum

Coordinated with the design of the primary marquee; it will feature a circle 'P' with a hierarchically proportional garage name.

Ms. Martin presented the Bridge Park Garage Interior Design to show the inspiration for the patterns used on the signs, which completes the wayfinding experience and adds a source of whimsy. She also presented the street perspective for the primary marquee signs from both packages.

Joell Angel-Chumbley, Kolar Design, Inc., explained that in addition to the presentation to the Planning and Zoning Commission on May 5th, there will be animation to show a significant amount of the wayfinding experience. She said every sign type will be included in the presentation to show how they are all interconnected. She said the "Longshore" name will appear on a primary parking marquee sign but will not on the secondary sign as there was not enough space. She indicated a night perspective as well as the ambient lighting from the parking garage openings will be shown. She said the lighting will show the circle 'P' as a beacon experience from a distance. She said the murals created for the interior of the garages will be shown to make sense of the experience from a design perspective as the signs are part of a comprehensive system.

Matt Starr, Crawford Hoying Development Partners, explained the geometric design patterns represent the cables planned for the suspension of the pedestrian bridge.

Ms. Angel-Chumbley said there was a lot of discussion in-house that was derived from the elegant bridge notes and signs were built off of the broader city initiative.

Donna Goss asked what the expectation is for people to park if they are visiting the Riverside Park. Mr. Starr replied the first inclination would be to park on the street. He said all the parking garages are public so it will depend on the time of day and the type of activity people are seeking as to where they may park, which could also be a parking garage on the west side and walk over the pedestrian bridge to gain access to the east side. Ms. Angel-Chumbley added the wayfinding system is meant to guide people to parking but then encourage their experience on foot.

Ms. Goss indicated that conversations have started about possible events that could happen in Bridge Street.

Jeff Tyler indicated he likes the larger and broader approach to parking, which would incorporate more of the district versus targeting a certain garage or lot for a specific event. He said this would be consistent to what happens in Historic Dublin.

Mr. Tyler asked if these same signs would be used on the west side of the river. Mr. Starr answered the large parking marquee signs would not be used but there will be black, 9-foot vertical kiosks at the corners with the circle 'P' to accommodate both the vehicular and pedestrian experience.

Ms. Rauch requested feedback on the signs as part of the selection process.

Mr. Starr said he prefers Sign Design #1 because the first garage to open will be on Longshore Street where there is not a lot of sunlight so this first design would be more visible and it also ties in with the inside mural designs better.

Aaron Stanford said he liked Sign Design #2 because he liked the lighting that could be more visible at night. He asked if the lighting could be enhanced on Design #1. He emphasized the garage name should be easily read.

Ms. Angel-Chumbley indicated that was a possibility but cost was a factor, although adding lighting would not be a significant cost.

Ms. Martin recalled the request from last week for the circle 'P' to be a full circle on the second design. Mr. Tyler said he was not in attendance last week but he likes the dimensionality that it brings and that he prefers design #2. He said if the internal theme in the garages change then the signs would not match and that design #1 could be a dated look. He concluded he could support either choice as they are both good schemes.

Ms. Angel-Chumbley said design #2 is more modern and the black will disappear more which could be seen as a benefit for those concerned about size. She indicated at night, package one would be interesting.

Colleen Gilger chose design #2 for the same reasons Mr. Tyler had voiced.

Ms. Goss liked #1 as it would read better. Ms. Husak agreed with that assessment. Ms. Gilger conceded that if the sign would not see a lot of sun then perhaps #1 would be better.

Ms. Gilger suggested the applicant's choice could be the tie-breaker. Mr. Tyler agreed with Ms. Gilger that the applicant could have the final word.

Ms. Angel-Chumbley offered to provide one lighting option for each package for the Commission next week.

Ms. Martin said approval is recommended to the Planning and Zoning Commission for a Master Sign Plan with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs for Blocks B and C to Planning, prior to sign permitting including an updated General Regulations Matrix, sign location elevations, and approved parking garage marquee signs; and
- 2) That the applicant provide additional lighting for the interior of the primary sign in design #1.

Ms. Rauch asked if there were any further questions or concerns regarding this case. [There were none.] She confirmed the ART's recommendation to the PZC for their meeting on May 5th.

ADMINISTRATIVE

Jennifer Rauch asked if there were any additional administrative issues or other items for discussion. [There were none.]

Ms. Rauch adjourned the meeting at 2:30 pm.

As approved by the Administrative Review Team on May 5, 2016.